

Minutes of 2/22/18 Maynard Economic Development Committee Meeting

Gianotis Rm., Maynard Town Building

Meeting called to order at 8 am.

Members present: Karen Freker, Will Doyle, Sarah Cressy, Jerry Culbert, Jack MacKeen, Ron Calabria, Dick Downey, Andrew Scribner-MacLean, Lynda Thayer. **Members absent:** Bill Nemser
Guests: Alma and Alfonso Moreno, Owners of El Huipil.

Minutes. 02/08/18 Minutes unanimously approved.

Map/Wayfinding Subcommittee Report (Thayer, Culbert, Downey)

Subcommittee distributed minutes from their last meeting.

Maps. 2nd edition maps are currently being distributed. 1st edition maps are being gathered and distributed by real estate agents.

Wayfinding. Subcommittee identified three types of users—autos, pedestrians, and cyclists. Signage size and format would depend on user.

Wayfinding for Public Parking Lots. Subcommittee recommends naming different lots using a theme, such as colors, to keep the P to identify parking (international icon), and under the P, add lot name and map designation. This does not apply to on-street parking. Naming lots would primarily be geared at “out of towners”. Scribner-MacLean reminded the group that the Board of Selectmen (BOS) generally “name” public space and distributed the approved naming policy.

Kiosks: Subcommittee identified seven possible locations: Plaza (Basin); Summer St. Lot (across from Fine Arts); Grass Island at Concord/Acton/Brown; Wall @ Pedestrian Alley (on Video Signals or Outdoor Store Building); Wall at The Brook (entrance to Plaza/Basin), Rail Trail @ Willey’s Auto; and River St. Lot. Group is working with Aaron (DPW).

Banners: For safety reasons, subcommittee recommends that banners be placed on straight sections of roads. Possible locations include Stow Border (Route 117), Route 27 (south of Maynard Crossing), Route 27 (near Christmas Motors), Route 62 (near Wendy’s), Waltham St. (near dog park), Route 117 (near Glenwood Cemetery). Due to cost, not all sites are recommended. The Subcommittee recommends that three locations are chosen.

Discover Maynard Web Subcommittee (Doyle, Thayer, Matthews (Cultural Council), Downey)

Subcommittee distributed minutes from their last meeting. The subcommittee recommends that the MEDC makes the following decisions: 1) Take down the existing *Discover Maynard* (DM) website until we’re ready to publish something of quality, and 2) Insist that a preview of all launches be reviewed by the subcommittee before they go “live.” Downey reminded the group that the QR Code is currently on all printed and distributed maps. Decision made to leave site up but change information available date to June.

The Subcommittee briefly touched upon the objective for DM. Primarily, they want an engaging site that will inform audiences of a broad range of Maynard events. They recommend that we get something good, up fast. Downey asked who will be responsible for updating the site.

The Town currently contracts with Dave Griffin to manage the site. The subcommittee requested clarification of Dave's role and responsibilities for the site. Doyle will schedule a meeting with Griffin.

Downtown Business Owners' Meetings (Downey & Scribner-MacLean)

Meetings are currently scheduled for the evening of 3/14 and the morning of 3/15. Scribner-MacLean will coordinate.

Police Dept. Parking Pilot (Scribner-MacLean)

Due to the changing environment of downtown, Scribner-MacLean plans to work with Chief Dubois to establish a baseline of parking space utilization beyond the MAPC study. Scribner-MacLean will email members a document outlining the proposed Pilot Program. **Action:** EDC members to provide comments to Scribner-MacLean.

Maximizing Events (Scribner-MacLean)

Scribner-MacLean will use the Little League Parade on April 22nd to test out the communication plan for maximizing downtown events.

BEEP

- **Matching State Cultural Council Grant:** Funds needs to be encumbered by 6/30/18, however spend-out of grant funds can be executed at a later date.
- **El Huipil:** Applied for assistance for a new sign and awning. The Committee unanimously voted to approve a 50% matching grant in the amount of \$2800.
- **BEEP Award "Window Display" Certificate Designs** were reviewed. Most preferred a smaller and/or simpler design. No decision was made.

Other

- Scribner-MacLean distributed a copy of Maynard's sign bylaw.
- Scribner-MacLean distributed a rough draft of a Maynard Advantage marketing brochure drafted by Stephanie Duggan and is looking for input to move forward to a final design.
- Doyle distributed a BEEP application for the Sanctuary for future consideration.

Meeting adjourned at 9:30 am.

Minutes submitted by Sarah Cressy on 3/10/18.